

2020 Census Program Management Review

2020 Census Program Status

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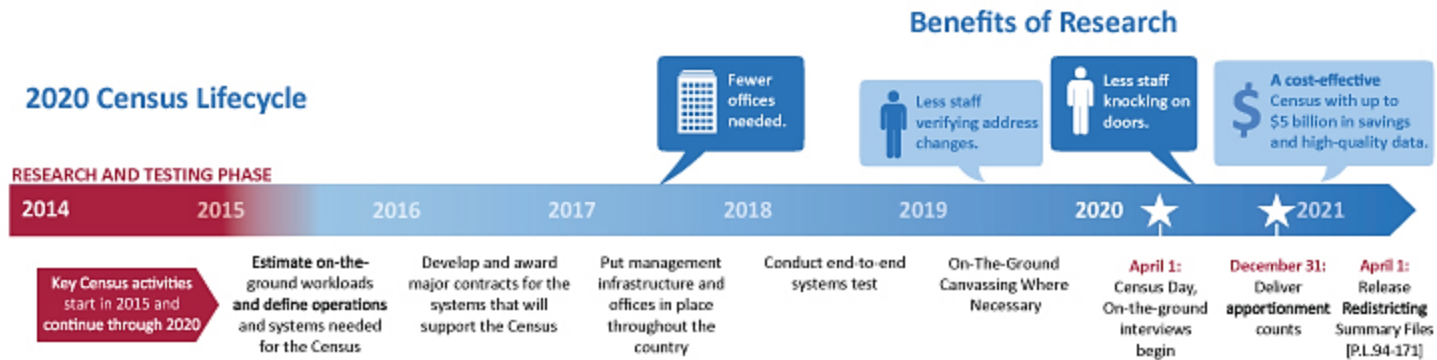
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Finalv1.0

2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units.

The Census Bureau is conducting research in order to inform key design decisions by the end of Fiscal Year 2015.



Where Are We Today: Research and Testing

Up to
\$5 Billion
in Savings
Through:

Reengineering Address Canvassing

[\$1 Billion]

Optimizing Self-Response

[\$548 Million]

Utilizing Administrative Records

[\$1.2 Billion]

Reengineering Field Operations

[\$2.3 Billion]

Where Are We Today: 2015 a Critical Year

In 2015 we:

- Will Conduct Five Tests
 - Human in the Loop Simulation (SIMEX)
 - Address Validation Test
 - 2015 Optimizing Self-Response Test
 - 2015 Census Test
 - 2015 National Content Test
- Will Release: 2020 Census Operational Plan (Major Design Decisions)
- Will Begin Core Programmatic Work Such as Local Update of Census Addresses (LUCA)
- Will Continue Defining Testing Activities for 2016 and beyond

Program Management Updates

- Budget
 - Received signed apportionment for Fiscal Year (FY) 2015
 - Presented FY 2016 President's Budget Request in February
 - Continue formulating the FY 2017 Budget
- Schedule
 - Assigned an Assistant Division Chief for Schedule and Performance Management
 - Conducted a thorough review and logical restructuring of the schedule
- Risk
 - Continue monitoring and mitigating our program-level and project-level risks
 - Added a new program level red risk around FY 16 Funding as we have done for each upcoming fiscal year

Status of Major Cost-Saving Innovation Tracks

Reengineering Address Canvassing

Goal: To reduce the need for a nationwide in-field address canvassing operation. Instead, the Census Bureau plans to develop innovative alternative methodologies for updating the Master Address File (MAF)/Topologically Integrated Geographic Encoding and Referencing (TIGER) System throughout the decade using a combination of in-field and in-office techniques.

Summary of Activities

- Completed the Address Validation Test
- Completed 2020 Address Canvassing Business Process Models (BPMs)
- Released Request for Information (RFI) on Change Detection
- Prepared statement of work for a Geospatial Services Request for Proposal (RFP)

Look Ahead

- Complete summary of responses to the Change Detection RFI
- Release the Geospatial Services RFP
- Release Address Validation Test Report
- Develop 2020 Address Canvassing Capability and Solution Requirements

Optimizing Self-Response (OSR)

Goal: To communicate the importance of the 2020 Census to the United States population to generate the largest possible self-response (including allowing respondents to submit a questionnaire without a unique identification code through Non-ID processing), to reduce the need to follow up with nonresponding households in person.

Summary of Activities

- OSR Test
 - Began “Notify Me” on 2/23/2015
 - Began Advertising on 2/23/2015
 - Began Self-Response Data Collection on 3/23/2015
 - Sent Self-Response Reminder on 3/27/2015
 - Census Day was 4/1/2015
- Submitted OMB clearance package for the 2015 National Content Test
- Released Request for Information (RFI) on Respondent Validation and the Non-ID Business Process

Look Ahead

- Complete Data Collection for 2015 Optimizing Self-Response Test by 5/31/2015
- Continue Planning for the 2015 National Content Test
- Evaluate Responses from the Requests for Information (RFIs) on Respondent Validation and the Non-ID Business Process
- Begin Developing Requirements for the 2020 Integrated Communications Contract

Utilizing Administrative Records

Goal: To use administrative record data (e.g., information from federal and state governments) and third-party data (e.g., information from commercial sources) to reduce the Nonresponse Followup (NRFU) workload. The data sources may also be used to enumerate the population in cases of nonresponse.

Summary of Activities

- 2014 Census Test results are going through internal review

Look Ahead

- Produce preliminary results and initial findings based on test imputations for the 2014 Census Test evaluation of count and characteristic imputation that used administrative records data
- Determine the methodology for using administrative records to identify vacant units for the 2015 Census Test
- Determine the methodology for using administrative records to identify occupied units for the 2015 Census Test

Reengineering Field Operations

Goal: To use technology to more efficiently and effectively conduct and manage the 2020 Census fieldwork. The work also will develop more effective and efficient ways of implementing and managing field operations through a new field structure, revised and new field staff roles, new approaches to scheduling work, and changes to staffing ratios.

Summary of Activities

- 2015 Census Test
 - Local Census Office Opened 1/26/2015
 - Began Self-Response Data Collection on 3/23/2015
 - Sent Self-Response First Reminder on 3/27/2015
 - Census Day was 4/1/2015

Look Ahead

- Begin Nonresponse Followup Data Collection in 2015 Census Test on 5/14/2015
- Complete Nonresponse Followup Data Collection by 6/23/2015

Questions

- Send questions to the email address below:

census.2020.program.management.review@census.gov